2: Sanders E-5 (no date) 1949 EE1 Bulgaria EE1

mental activity exists primarily to meet crisis situations and to keep the established ways of life moving smoothly. The giving of relief, the provision of education, healing of the sick, insurance of cattle and crops are all left to the family rather than to the government.

It is quite possible for several societies to use the familistic approach, in the sense that the family is the dominant institution, and still differ as to the relative importance of many community values. Most of them would probably respect the heritage from the past, but even here there would be variations. As far as Dragalevtsy was concerned, the chief values or virtues were land ownership, hard work, frugality, premarital chastity, observance of some of the more important religious rites, and being a good neighbor. In connection with the last, the villagers said, "God help those with bad neighbors" and "Without good neighbors life couldn't go on."

The Dragalevtsy people, although their underlying organization and philosophy was primarily familistic, had adjusted themselves to a number of modern ways. Some ways persisted because they fitted in with the established customs, and others because they were kept in vogue by force or by the authority of the mayor.

Commerce, as represented by about ten merchant groups, had become established in the village because it was conducted essentially as a family enterprise. From time to time a local man sold some of his land and started in business for himself. He always employed members of his family rather than outsiders, because he trusted his own. If he needed extra help and had an unmarried son, the normal thing was to urge matrimony. He carried over into his business the same idea of division of labor which prevailed at home and in the field. The men ordered the goods, settled the accounts, sold the liquor in the taverns. The women acted as cooks or clerks. Some of the wives who helped keep the store could not read, write, add, or subtract and had to give whole measurements or else depend upon the customer to hand them the right amount for fractions. A husband explained when I discussed the matter with him, "It is better to lose money through error than through dishonesty." Both men and women co-operated in keeping the place clean. Here the man made a concession which he would seldom have made in the home.